

*From file*

### **Introduced Brands in 1995**

Marlboro Lights Menthol KS (SP)--12/95

Marlboro Lights Menthol 100 (SP)--12/95

All Marlboro (P98) packings with the exception of Marlboro Ultra Lights and Marlboro Red 100 SP and Box went to test market in Minneapolis, MN. These replaced all current Marlboro's on the market. There is a possibility that in 1996 they will go to TX and we may also implement Marlboro Ultra Lights (P98) within their own test market area.

Merit brand family (P98) may also go national in 1996.

### **Discontinued Brands in 1995**

None

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